

TEST MARKET BRANDS

<u>BRAND NAME</u>	<u>CIGARETTE TYPE</u>	<u>FILTER TYPE</u>	<u>APPROXIMATE CIGARETTE LENGTH, MM</u>	<u>APPROXIMATE FILTER LENGTH, MM</u>	<u>APPROXIMATE OVERWRAP LENGTH, MM</u>	<u>DATE PRODUCT INTRODUCED</u>	<u>MARKET</u>
Benson & Hedges	Filter	CA*	100	27	32	7/77	Omaha, NE Portland, OR Rochester, NY
Benson & Hedges (HP)	Filter	CA*	100	27	32	7/77	
Benson & Hedges	Filter Menthol	CA*	100	27	32	7/77	
Benson & Hedges (HP)	Filter Menthol	CA*	100	27	32	7/77	
Hi-Lite (HP)	Filter	CA*	100	27	31	10/76	Metro NY Wash. DC Hawaii Raleigh, NC
Marlboro (HP)	Filter Menthol	CA*	80	19	23	8/73	Oakland, CA San Francisco, CA Boston, MA E. Hartford, CT Metro NY & NJ Manchester, NH Portland, ME Providence, RI
Marlboro (HP)	Filter	CA*	80	19	23	7/77	Omaha, NE Portland, OR Rochester, NY
Marlboro	Filter	CA*	85	21	25	7/77	
Marlboro	Filter	CA*	100	27	31	7/77	
Marlboro (HP)	Filter	CA*	100	27	31	7/77	
Philip Morris International (HP)	Filter	CA	100	27	32	4/74	San Francisco, CA Oakland, CA
Philip Morris International (HP)	Filter Menthol	CA	100	27	32	4/74	
Virginia Slims	Filter	CA*	100	25	32	7/77	Omaha, NE Portland, OR Rochester, NY
Virginia Slims	Filter Menthol	CA*	100	25	32	7/77	

*Ventilation system used.

CA = Cellulose Acetate

HP = Hard Pack

PM3001060354

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Hi-Lite (HP)	Filter	CA*	100	27	31	10/76	Metro NY Wash. DC Hawaii Raleigh, NC
Marlboro (HP)	Filter Menthol	CA*	80	19	23	8/73	Oakland, CA San Francisco, CA Boston, MA E. Hartford, CT Metro NY & NJ Manchester, NH Portland, ME Providence, RI
Philip Morris International (HP)	Filter	CA	100	27	32	4/74	San Francisco, CA Oakland, CA
Philip Morris International (HP)	Filter Menthol	CA	100	27	32	4/74	

* Ventilation system used.

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